

## SUSTAINABLE TOURISM: DAY 4

### SUSTAINABLE TOURISM ASSESSMENT

*Management Capacity Building Training - Eastern Tropical Pacific Seascape*

TIME	CONTENT	HANDOUTS
8:30-8:45	<u>Review of Previous Day</u>	
8:45-9:00	<u>Game: Frames</u>	
9:00-9:30	<u>SWOT Analysis</u> <ul style="list-style-type: none"> <li>What is SWOT analysis?</li> <li>How to do a SWOT analysis</li> <li><u>Exercise:</u> <i>Perform a SWOT analysis &amp; present results</i></li> </ul>	4.1 - SWOT Diagram 4.2 - SWOT Questions
9:30-10:45	<u>Assessment &amp; Diagnostic Procedures</u> <ul style="list-style-type: none"> <li>Building an assessment team</li> <li><u>Exercise:</u> <i>Build your assessment team</i></li> <li>What information is needed</li> <li>How to get the information</li> <li><u>Discussion:</u> <i>Your own tourist experiences</i></li> </ul> <p><u>Objective:</u> To understand the importance of: 1) assessing whether or not your site is suitable for sustainable tourism, and 2) gathering specific information to support management planning for sustainable tourism</p>	4.3 - Planning Participants 4.4 - Information Inventories 4.5 - Information Sources
<b>10:45-11:00</b>	<b>Morning Break</b>	
11:00-11:30	<u>Gathering information</u> <ul style="list-style-type: none"> <li>Questions to guide the diagnostic</li> <li><u>Discussion:</u> <i>What questions do you want to ask?</i></li> <li>Tools for gathering information</li> <li>Case study: Tanzania</li> </ul> <p><u>Objective:</u> to become familiar with the content needs for developing a diagnostic, and how to obtain this information, and to begin performing a thorough diagnostic on the participants' own ETPS sites</p>	4.6 - Examples of Questions  4.7 - Case Study: Tanzania
11:30-1:00	<u>Attractions inventory</u> <ul style="list-style-type: none"> <li>Steps for performing an attractions inventory</li> <li><u>Exercise:</u> <i>Attractions inventory</i></li> </ul>	4.8 - Attractions Inventory 4.9 – Ranking Attractions
<b>1:00-2:00</b>	<b>Lunch</b>	

2:00-2:45	<u>Infrastructure &amp; Capacity Assessment</u> <ul style="list-style-type: none"> <li>• Overview of infrastructure &amp; capacity</li> <li>• <u>Exercise:</u> <i>Infrastructure inventory</i></li> </ul>	4.10 - Infrastructure & Services Inventory 4.11 - Supply & Competition 4.12 - Labor Inventory
2:45-3:15	<u>Assessing Tourism's Footprint</u> <ul style="list-style-type: none"> <li>• Understanding potential benefits</li> <li>• Understanding negative impacts</li> <li>• Sources of information</li> <li>• Using a footprint matrix</li> <li>• <u>Exercise:</u> <i>Footprint analysis</i></li> </ul>	4.13 – Sources of Information for Footprint Analysis 4.14 – Footprint Matrix
<b>3:15-3:30</b>	<b>Afternoon Break</b>	
3:30-4:45	<u>Exercise: The Big Picture</u> Each MPA briefly present (5 min) its findings to the group. Map all MPAs along the whole ETPS & assess the ETPS as a whole.	
4:45-5:00	<u>Review of today's lessons</u> in the context of building a sustainable tourism plan	